

**AMENDMENTS TO THE CLAIMS**

1. (Previously Presented) A method for distributing a promotion, said method comprising:  
generating said promotion for use by a specific consumer;  
wirelessly transmitting data relating to said promotion to a mobile electronic device of said specific consumer; and  
wirelessly applying said promotion to a purchase using said mobile electronic device.
2. (Original) The method of claim 1 wherein said promotion is a coupon, a discount, an alert, or an offer to sell.
3. (Previously Presented) The method of claim 1 further comprising:  
receiving a response from said mobile electronic device of said specific consumer redeeming said promotion, wherein said response is received wirelessly.
4. (Original) The method of claim 3 further comprising:  
processing each said redemption in accordance with rules established by a merchant associated with said promotion redemption.
5. (Original) The method of claim 1 further comprising:  
storing said promotion in an electronic account for later use by said consumer, wherein said electronic account is accessible by said consumer at a point of sale.
6. (Canceled).
7. (Original) The method of claim 1 wherein said transmitted data is a text message.
8. (Original) The method of claim 1 wherein said transmitted data is a voice mail message.
9. (Original) The method of claim 1 wherein said promotion is generated based upon a request made by said consumer.

10. (Original) The method of claim 1 wherein said promotion is generated using a profile of said consumer.

11. (Original) The method of claim 1 wherein said application of said promotion is automatic.

12. (Previously Presented) The method of claim 1 further comprising:  
identifying said consumer by identifying said mobile electronic device.

13. (Previously Presented) A method of wirelessly receiving and redeeming promotions via a mobile electronic device, said method comprising:  
accessing, with said mobile electronic device, data, relating to said promotion, wirelessly transmitted to said mobile electronic device from a server;  
redeeming said promotion by wirelessly replying to said server using said mobile electronic device; and  
saving said redeemed promotion to an electronic account.

14. (Original) The method of claim 13 wherein said promotion is a coupon, a discount, an alert, or an offer to sell.

15. (Canceled).

16. (Previously Presented) The method of claim 13 wherein said consumer wirelessly requests said promotion from said server by using said mobile electronic device.

17. (Original) The method of claim 13 wherein said server generates said promotion based, in part, on a merchant profile and on a consumer profile.

18. (Original) The method of claim 13 wherein said electronic account is remotely accessible by said consumer.

19. (Previously Presented) The method of claim 13 wherein said redeeming occurs at a point of sale (POS) and wherein said POS uses a payment method controlled, at least in part, by said mobile electronic device.

20. (Previously Presented) The method of claim 19 wherein said promotion is automatically applied to a purchase when said purchase is made using said mobile electronic device.

21. (Original) The method of claim 13 wherein said redeeming is by telephone, text message, or multi-media message.

22. (Previously Presented) A method of distributing a promotion, said method comprising:

generating said promotion for use by a consumer;

sending promotion data to a consumer web portal account wirelessly accessible on a mobile electronic device of said consumer; and

saving said promotion in a promotion saving account accessible by said mobile electronic device wherein said consumer wirelessly redeems said promotion using said mobile electronic device for a purchase at a point of sale (POS).

23. – 25. (Canceled).

26. (Currently Amended) A method for wirelessly distributing a promotion to a mobile electronic device of a targeted consumer, said method comprising:

generating said promotion for use by a said targeted consumer, wherein said targeted consumer is selected from a plurality of potential consumers; and

wirelessly transmitting data relating to said promotion to said mobile electronic device of said targeted consumer.

27. (Original) The method of claim 26 wherein each of said potential consumers has a consumer profile and said targeted consumer is selected based on said targeted consumer's consumer profile.

28. (Original) The method of claim 27 wherein said consumer profiles are stored in a consumer profile database.

29. (Original) The method of claim 28 wherein a merchant selects at least one characteristic related to said consumer profiles of said potential consumers and distributes said promotion to each potential consumer having said characteristic in their said consumer profile.

30. (Currently Amended) A method of wirelessly distributing a promotion to a mobile electronic device of a requesting consumer, said method comprising:

generating said promotion for use by a said requesting consumer, wherein said requesting consumer is prompted to request said promotion; and

wirelessly transmitting data relating to said promotion to said mobile electronic device of said requesting consumer.

31. (Original) The method of claim 30 wherein said requesting consumer is prompted by an advertisement.

32. (Original) The method of claim 31 wherein said advertisement is a billboard, a radio advertisement, a television advertisement, or a newspaper advertisement.

33. (Previously Presented) The method of claim 30 wherein said requesting consumer contacts a distributor to request said promotion using said mobile electronic device.

34. (Original) The method of claim 33 wherein said distributor comprises a promotion distributing server.

35. (Previously Presented) The method of claim 34 wherein said requesting consumer contacts said distributor via said mobile electronic device by calling a telephone number, sending an email message, or sending a text message.

36. (Original) The method of claim 30 wherein said promotion is stored for later use by said consumer.

37. (Previously Presented) A method for distributing a promotional offer to a targeted consumer, said method comprising:

wirelessly transmitting said offer to a mobile electronic device of said targeted consumer, wherein said targeted consumer is selected from a plurality of potential consumers;

receiving a reply from said mobile electronic device of said targeted consumer in response to said promotional offer; and

facilitating a purchase by said targeted consumer, said purchase correlated to said promotional offer.

38. (Original) The method of claim 37 wherein each of said potential consumers has a consumer profile and wherein said targeted consumer is selected based on said targeted consumer's consumer profile.

39. (Original) The method of claim 38 wherein said consumer profiles are stored in a consumer profile database.

40. (Original) The method of claim 39 wherein a merchant selects at least one characteristic of said consumer profiles of said potential consumers and distributes said promotional offer to each potential consumer having said characteristic in their said consumer profile.

41. (Previously Presented) A system for distributing and redeeming a promotion, said system comprising:

a processor for generating promotion data;

a mobile electronic device operable for wirelessly transmitting a request for promotional data and for wirelessly receiving generated promotion data; and

a database accessible by said processor, said database operable in conjunction with said processor for storing information used for generating said promotion.

42. – 43. (Canceled).

44. (Original) The system of claim 41 further comprising:

a merchant database accessible by said processor, and operable to store information associated with at least one merchant used to generate said promotion.

45. (Original) The system of claim 41 further comprising:  
a consumer database accessible by said processor and operable to store information associated with at least one consumer and used to generate said promotion.

46. (Original) The system of claim 41 further comprising:  
a consumer database wherein said promotion can be stored for later redemption by said consumer.

47. (Previously Presented) The system of claim 41 wherein said system utilizes extensible mark-up language (XML) or Java 2 Platform, Enterprise Edition (J2EE) technology.

48. (Original) The system of claim 41 wherein said system has an Internet interface.

49. (Previously Presented) A method for consumer contact, said method comprising:

accessing a consumer database containing at least one profile of at least one consumer;

transmitting, to a mobile electronic device of a consumer, data relating to a promotion, wherein said promotion is generated from the profile of said consumer; and

matching said promotion with a merchant profile in a merchant profile database when said consumer redeems said promotion by wirelessly communicating using said mobile electronic device in an electronic purchase.

50. (Original) The method of claim 49 wherein said promotion is a coupon, a discount, an alert, or an offer to sell.

51. (Canceled).

52. (Original) The method of claim 49 wherein buying habits of said consumer are recorded in said consumer profile.

53. (Original) The method of claim 49 wherein said promotion is generated using said consumer buying habits.

54. (Previously Presented) The method of claim 49 further comprising:  
receiving by said processor consumer requests for promotions transmitted from said mobile electronic device of said consumer.

55. (Original) A mobile electronic device comprising:  
means for requesting data regarding a promotion from a remote server;  
means for receiving said data from said remote server; and  
means for applying received promotion data when a purchase is made at a point of sale (POS).

56. (Original) The device of claim 55 further comprising:  
means for storing information related to said promotion; and  
means for reading said stored promotion information at said POS.

57. (Original) The device of claim 55 wherein said device is uniquely identifiable by said remote server.

58. (Previously Presented) The device of claim 57 wherein said device is a mobile telephone and the unique identification is the telephone number.

59. (Previously Presented) The device of claim 55 wherein said requesting and said receiving means utilize dual-tone multi-frequency (DTMF) technology.

60. (Previously Presented) The device of claim 55 wherein said device is capable of text messaging and wherein said requesting and receiving means utilize extensible mark-up language (XML) or Java 2 Platform, Enterprise Edition (J2EE) technology.

61. (Previously Presented) A system for redeeming promotions, said system comprising:  
means for identifying a redeemable promotion;  
a wireless mobile electronic device associated with a particular consumer; and  
means for receiving from said wireless mobile electronic device associated with said particular consumer an acceptance of said promotion.

62. (Previously Presented) The system of claim 61 wherein said identifying means comprises:

means for associating a particular transaction at a point of sale (POS) with said redeemable promotion; and

means for communicating said associated transaction to said wireless mobile electronic device associated with said particular consumer.

63. (Previously Presented) The system of claim 62 further comprising:  
means operable in response to communications from said wireless mobile electronic device for coordinating payment for said associated transaction.

64. (Canceled).

65. (Previously Presented) The system of claim 61 wherein said wireless mobile electronic device is a cell phone.

66. (Previously Presented) A system for coordinating transactions, said system comprising:

a server for accepting over a temporarily established communication connection from anyone of a plurality of users information specific to one of many merchants, said information including data specific to a unique POS location of one of said merchants;

means for coordinating said received information from a wireless mobile electronic device of a specific one of said users with information available to said server pertaining to said unique merchant location;

means for communicating at least a portion of said coordinated information to said wireless mobile electronic device of said one user over said temporarily established connection, said coordinated information including promotional information associated with said specific user; and

means for coordinating the redemption of the promotion associated with said promotional information.



67. (Original) The system of claim 66 wherein said information to said one user comprises:

cost information pertaining to said information obtained from said specific location, said cost information discounted by said promotion information.

68. (Previously Presented) The system of claim 67 further comprising:  
means at said server for accepting further information from said wireless mobile electronic device of said one user, said further information comprising acceptance information for both said cost information and said promotion information.

69. (Previously Presented) The system of claim 68 further comprising:  
means at said server for coordinating payment to said one merchant from said one user, said payment based upon said information communicated to said wireless mobile electronic device of said user and said acceptance information from said wireless mobile electronic device of said user.

70. (Currently Amended) A method for coordinating transactions, said method comprising:

accepting over a temporarily established wireless communication connection from a wireless mobile electronic device of any one of a plurality of users information specific to one of many merchants, said information including data specific to a unique location of one of said merchants, said specific data pertaining to merchandise obtained from said merchant;

coordinating said received information from said wireless mobile electronic device specific one of said users with available information pertaining to said unique merchant location; and

communicating at least a portion of said coordinated information to said wireless mobile electronic device of said one user over said temporarily established wireless communication connection, said coordinated information including promotions available to said specific one of said users pertaining to said obtained merchandise.

71. (Original) The method of claim 70 wherein said information to said one user comprises:

cost information pertaining to said information obtained from said specific location, said cost information including any modifications thereto based upon said communicated promotion.

72. (Previously Presented) The method of claim 71 further comprising:  
accepting further information from said wireless mobile electronic device of said one user, said further information comprising acceptance information for said cost information and for said promotion.

73. (Previously Presented) The method of claim 72 further comprising:  
coordinating payment to said one merchant from said one user, said payment based upon said information communicated to said wireless mobile electronic device of said user and said acceptance information from said wireless mobile electronic device of said user, including acceptance or rejection of said promotion.

74. (Withdrawn) The method of coordinating the purchases from a merchant to a consumer, said method comprising:

establishing, under control of said consumer at a POS terminal when purchase information is entered by said merchant at said POS terminal, a temporary communication connection to a server independent from said merchant for coordinating preestablished payment options with respect to said purchase information; and

under control of said server and upon receipt of the location ID of said POS terminal and other information entered by said consumer, providing to said merchant sufficient information to satisfy said merchant that said consumer has arranged proper payment for said purchase, and that all promotions associated with said consumer and with said purchase information have been identified and applied.

75. (Withdrawn) The method of claim 74 wherein said payment sufficient information includes any payment reductions available under any affinity programs available to said consumer.